

**Drug Policy Advisory Council Meeting**  
**August 13, 2009**  
**Minutes**

**Voting Council Members Present:** Chairman Gary Kendell, Katrina Carter-Larsen, Cyndy Erickson, Barb Anderson for Cyndy Erickson (PM only), Kevin Frampton, Richard Doyle for Robert Mahan , Phyllis Blood for Paul Stageberg, Kathy Stone, Eric Snyder, John Garringer, Jill Hill for Jane Larkin, Chris Wilson, and Brian Vos

**Non-Voting Members Present:** Col. Michael Jensen.

**Guests:** Robert Mahan, Syeta Glanton, Dr. Douglas Gentile

**Staff:** Dale Woolery, Becky Swift, Susie Sher, and Dennis Wiggins.

**Welcome and introductions**

Chairman Kendell called the meeting to order at 9:45 p.m. Council members and guests introduced themselves.

Chairman Kendell presented a certificate of appreciation to Judge Mahan, who retired on July 31, 2009.

The minutes of the May 14, 2009 meeting were reviewed and approved as submitted.

**Dr. Douglas Gentile, Guest Speaker**

Dr. Gentile, an Assistant Professor in the Department of Psychology at Iowa State University conducted a presentation entitled "This is Your Brain on Advertising," which focused on the influence and power of advertising. He stated that advertising is "the art and science of values education," meaning that advertising is designed to motivate people to want to change their behavior. He discussed how advertising stimulates and emotional response which cannot be overridden by cognition. He challenged the Council to think about media as a risk factor – that by the end of high school youth have been in front of a television two times more than teachers – so they are getting more information from TV than from other sources. We need to have innovative health programs that incorporate media and art. We need to pay attention to what captures kid's attention, and health education needs to be designed to change behavior via emotion rather than through information.

**Prescription and OTC Drug Abuse**

There was some discussion about the incidence and prevalence of prescription drug abuse in Iowa. It was reported that the abuse of prescription drugs is being seen among middle school students. Becky Swift previewed the new "Take a Dose of Truth" web site, which is devoted to information about prescription and OTC drugs. The web site features information for parents, older adults and their caregivers, and professionals who work with these audiences. The site will go live at the end of August. It was developed with a grant from the Substance Abuse and Mental Health Services Administration.

## **2010 Legislative Proposals**

Chairman Kendell indicated that ODCP would be introducing legislation to mandate continuous alcohol monitoring, which would amend Iowa Code to include explicitly allowing, at the discretion of the court, the use of a “continuous alcohol monitoring device” for offenders on probation and pretrial release. This would allow individuals to be released from custody prior to trial while protecting public safety by providing intensive monitoring to ensure abstinence from alcohol, as necessary on a case by case basis. In addition, this would be a very effective tool for monitoring subjects while on probation where there is a problem with alcohol.

Additionally, the office would still be working on having Salvia divinorum designated as a controlled substance.

## **Drug Control Strategy Recommendations**

A brief discussion took place about the 2010 Drug Control Strategy. No new changes to the format or content will be made at this time.

## **DPAC Workgroups**

The future of the two DPAC workgroups was discussed. It was determined that the Continuum of Care group had reached its goals for the year and therefore had no need to meet on a regular basis. The group was disbanded, but may be called on an ad hoc basis. The Underage Drinking Workgroup has been combined with the State Underage Drinking Task Force and several DPAC members have been attending those meetings on a regular basis. New workgroups will be formed as needed.

## **Next Meeting**

The next meeting will be held on Thursday, November 12 from 1:00 – 3:00 pm at ODCP.

## **Adjourn**

The meeting was adjourned at 3:30 p.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Becky Swift".

Becky Swift